I claim:

1. A process for applying a polymeric label to a glass, plastic or metal container or surface said process comprising:

(a) applying a layer of a hydrophilic solid material comprising at least 30% by dry weight of an animal glue based on the total weight of the hydrophilic solid material to a polymeric label and thereafter drying said layer of hydrophilic material to form a water activatable hydrophilic layer that can be activated into a tacky fastenable adhesive;

(b) applying a sufficient amount of water, water containing a cross-linking agent, a water based adhesive or a water based adhesive containing a cross-linking agent to said activatable hydrophilic layer to form a tacky fastenable polymeric label;

(c) fastening said tacky fastenable polymeric label to a glass, plastic or metal container or surface; and

(d) curing said polymeric label on said glass, plastic or metal surface or container.

2.A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein the hydrophilic solid material is 90 percent by weight animal glue.

3.A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1
wherein the polymer for the polymeric label is selected from the group consisting of polypropylene, polyethylene, polystyrene, polyester, polycarbonate, vinyl, cellophane and compatibilized polymer blends.

4.A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water to said activatable layer to form a tacky fastenable polymeric label.

5. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water containing an effective amount of a crosslinking agent to said activatable layer to form a tacky fastenable polymeric label.

6. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water containing an effective amount of a crosslinking agent to said activatable layer to form a tacky fastenable polymeric label.

7. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water based activator to said activatable layer to form a tacky fastenable polymeric label.

8. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein step (b) is carried out with the application of a sufficient amount of water based activator containing a effective amount of a cross-linking agent to said activatable layer to form a tacky fastenable polymeric label.

9. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 wherein the total amount of dried hydrophilic material is from 0.02g to 0.7g of dried hydrophilic material per sq. cm. of polymer label material.

10. A process for applying a polymeric label to a glass, plastic or metal container or surface as defined in claim 1 where a slip agent is added to said hydrophilic material.

11. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface said process comprising:
(a) applying a layer of an hydrophilic solid material comprising at least 30% by dry weight of an animal glue based on the total weight of the hydrophilic solid material by applying a aqueous dispersion comprising animal glue to a polymeric label stock and thereafter drying said layer of hydrophilic material.

12. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface as defined in claim 11 wherein said aqueous dispersion of animal glue contains a cross-linking agent.

13. A process for making a polymeric label stock for application to a glass, plastic or metal container or surface as defined in claim 12 wherein said aqueous dispersion of animal glue contains a cross-linking agent and an slip agent.

14. A glass, plastic or metal container which is labeled with a label which is fastened to said container with a cross-linked animal glue.

15. A glass, plastic or metal container which is labeled with a label which is fastened to said container with a cross-linked animal glue that is applied by rewetting a label which is treated with a water activatable animal glue.

16. A composition for forming an activatable hydrophillic layer on a surface of label stock, said composition comprising:
animal glue 30-95wt%;
synthetic and/or natural polymer additive 5 - 65wt%;
cross-linker 0-5wt%;
humectant 0-15wt%;
wetting agent 0-1wt%;
defoamer 0-1wt%;
anti-block additives 0-2wt%;
slip additives 0-2wt; and
Water balance to 100wt%

17. A composition for activating a dried activatable hydrophillic layer on a surface of label stock, said composition, said composition comprising:

cross-linker 1-10wt%;
wetting agent 0-1wt%;
defoamer 0-1wt%;
thickener 0-2wt%;
natural polymer 0-15wt%;
synthetic polymer 0-10wt%;and
water balance to 100%